

**MAJOR MARKET TOP LINE COMPETITIVE TOBACCO SUMMARY**  
**MARCH 1994**

MARKET	BRAND	BULLETINS		30-SHEETS		8-SHEETS		TRANSIT/OTHER MEDIA			GRAND TOTAL \$
		UNITS	TOTAL \$	UNITS	TOTAL \$	UNITS	TOTAL \$	UNITS	TOTAL \$	TYPE	
ATLANTA	DORAL	10	\$45,730	65	\$16,250						\$61,980
	GPC	8	\$27,438	56	\$14,000						\$41,438
	KOOL	4	\$18,292			55	\$6,050				\$24,342
BALTIMORE	KOOL	1	\$3,972								\$3,972
	NEWPORT							95	\$12,212	KINGS	\$12,212
BOSTON	GPC	12	\$88,740	100	\$53,700						\$142,440
	NEWPORT	14	\$103,530			32	\$3,840				\$107,370
CHICAGO	CAMEL	1	\$8,966								\$8,966
	CARLTON	23	\$160,218								\$160,218
	KOOL	18	\$111,456			150	\$20,250				\$131,706
	NEWPORT	18	\$125,386			162	\$21,870				\$147,258
	VICEROY					50	\$6,750				\$6,750
CLEVELAND	CAMEL	1	\$3,900								\$3,900
	DORAL	5	\$19,500	50	\$23,750						\$43,250
	KOOL	4	\$15,600			75	\$10,875				\$26,475
	NEWPORT	6	\$23,400			125	\$18,125				\$41,525
DALLAS	DORAL	21	\$90,426	64	\$26,580						\$116,986
	HARLEY	6	\$25,836								\$25,836
	JACKS					65	\$8,450				\$8,450
	MISTY			178	\$73,870						\$73,870
	MONTCLAIR	13	\$55,978			90	\$11,700				\$67,678
	NEWPORT					88	\$11,440				\$11,440
DENVER	DORAL	6	\$16,416	46	\$23,968						\$40,382
	GPC	5	\$13,680	47	\$24,487						\$38,167
DETROIT	CAPRI	2	\$10,926								\$10,926
	CARLTON	11	\$60,093								\$60,093
	DORAL			45	\$23,445						\$23,445
	KOOL	17	\$92,871			64	\$10,920				\$103,791
	NEWPORT	13	\$71,019			213	\$27,690				\$98,709
	PLAYERS	1	\$5,463								\$5,463

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		UNITS	TOTAL \$	UNITS	TOTAL \$	UNITS	TOTAL \$	UNITS	TOTAL \$	TYPE	
HOUSTON	CARLTON	12	\$38,064								\$38,064
	DORAL	2	\$6,344	65	\$26,975						\$33,319
	HARLEY	10	\$31,720								\$31,720
	KOOL	7	\$22,204			57	\$8,650				\$30,754
	MONTCLAIR			220	\$81,300	284	\$42,600				\$133,900
	NEWPORT					100	\$15,000				\$15,000
LOS ANGELES	555			8	\$1,880						\$1,880
	CARLTON	39	\$220,311								\$220,311
	GPC			480	\$112,800						\$112,800
	KOOL	25	\$141,225								\$141,225
	MILD7	4	\$22,596								\$22,596
	NEWPORT	5	\$28,245								\$28,245
MIAMI	CARLTON	7	\$29,491								\$29,491
	NEWPORT	5	\$21,065			157	\$30,615				\$51,580
	VICEROY					60	\$11,700				\$11,700
MILWAUKEE	DORAL	8	\$35,088								\$35,088
	KOOL	5	\$21,930			27	\$3,915				\$25,845
	NEWPORT	8	\$35,088			48	\$8,960				\$42,048
MINNEAPOLIS	CAMEL	21	\$116,760					50	\$16,250	SHELTERS	\$133,010
	DORAL	8	\$44,480	30	\$10,500						\$54,980
	GPC			160	\$56,000						\$56,000
NEW YORK	CAMEL							900	\$67,500	1-SHEET	\$67,500
	CARLTON	18	\$160,586								\$160,586
	KOOL	16	\$142,752			40	\$5,800				\$148,552
	MILD7	2	\$17,844								\$17,844
	NEWPORT	23	\$205,206			234	\$33,930				\$239,136
NEW JERSEY	KOOL	4	\$35,688								\$35,688
	NEWPORT	6	\$53,532								\$53,532
PHILADELPHIA	CARLTON	8	\$40,600								\$40,600
	JACKS	2	\$10,150								\$10,150
	KOOL	8	\$40,600								\$40,600
	NEWPORT	11	\$55,825			50	\$8,250	200	\$50,000	KINGS	\$114,075

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<u>MARKET</u>	<u>BRAND</u>	<u>BULLETINS</u>		<u>30-SHEETS</u>		<u>B-SHEETS</u>		<u>TRANSIT/OTHER MEDIA</u>		<u>GRAND TOTAL\$</u>
		UNITS	TOTAL\$	UNITS	TOTAL\$	UNITS	TOTAL\$	UNITS	TOTAL\$	
PHOENIX	DORAL	8	\$25,240	30	\$14,250					\$39,490
	GPC	3	\$9,465	68	\$31,950					\$40,815
PITTSBURGH	DORAL			30	\$13,230					\$13,230
	KOOL					57	\$8,265			\$8,265
	NEWPORT					82	\$11,890	75	\$13,800	KINGS
PORTLAND	DORAL	4	\$16,888	30	\$15,600					\$34,488
	MONTCLAIR			130	\$67,800					\$67,600
SAN DIEGO	DORAL	5	\$22,430	25	\$5,875					\$28,305
	GPC			60	\$14,100					\$14,100
SAN FRANCISCO	CAPRI	3	\$19,230							\$19,230
	CARLTON	13	\$58,318							\$58,318
	GPC			51	\$11,985					\$11,985
SEATTLE	CARLTON	9	\$40,374							\$40,374
	DORAL			20	\$10,400					\$10,400
	GPC	17	\$76,262	120	\$62,400					\$138,662
ST LOUIS	DORAL	6	\$20,652	32	\$12,000					\$32,652
	GPC	10	\$34,420	96	\$36,000					\$70,420
	KOOL	11	\$37,862			66	\$10,890			\$48,752
	MISTY			128	\$48,000					\$48,000
	NEWPORT					108	\$17,820			\$17,820
TAMPA BAY	CARLTON	6	\$34,360							\$34,360
	GPC	8	\$25,770	76	\$32,300					\$58,070
	MONTCLAIR			101	\$42,925					\$42,925
WASHINGTON DC	KOOL	6	\$22,170			30	\$8,850			\$31,020
	NEWPORT	27	\$99,765			55	\$16,225	1278	\$43,000	VARIOUS
										\$159,990

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